# THROW ALL YOUR MAIL ORDER A Call To Quarters - - - By Hal Coffman Living on a Ranch

ATALOGS IN WASTE BASKE' WHILE we are working up sentiment for patronizing El those who have died of disease or accident in the training Paso industries, we must not forget, too, that the areas.

The casualty lists are remarkable for the small number

of the mail order bouses and the money is kept at home.
The clarks of the mail order houses all spend their money in the city where the mail order house is located. The establishment pays its taxes there. NOT A CENT COMES BACK

Every cent of profit accruing to the El Paso concerns NOTHING is to be gained by trying to delude the public stays in El Paso, in wages, insurance, taxes, main-

### Our Casualty Lists

France. The whole force must be considered in taking the a million men or more, can come to the rescue of the hard percentage because a large part of our casualties comprises pressed British and Franch.

TALK WELL, BUT NOT TOO MUCH Salesmanship Is After All a Question of Talking and

of Knowing Human Nature; Study How to

patronage of El Paso institutions as against the mail order of those killed in action, compared with the total casualties. In a list of 200 names, for instance, only from two to ten The mail order houses do not contribute a cent to El Paso will be found to have been killed in action, about the same The mail order houses do not contribute a cent to El Paso in faxes, clerk hire or anything else.

When we want aid for the Red Cross, for the chamber of commerce, in the sale of Liberty bonds, War Savings stamps and the proverhial hundred and one other things, we go to the El Paso stores for the help we desire—and we get it.

When we want help from the mail order houses, WHAT DO WE GET?

Most of the mail order buying is done by people who ought to know better and who can readily establish the foolishness of their action by a little thinking.

Investigation will convince the buyer that things can be purchased JUST AS CHEAPLY AT THE HOME STORE as of the mail order houses and the money is hept at home.

The clerks of the wall and contribute a cent to El Paso in the sale of the whole list are the wounded, with slightly wounded include thouse suffering from gas. Nearly all the slightly wounded strength for suffering from gas. Nearly all the slightly wounded will return to action in a few weeks. Col. Dorglas Machatics, a Croix de Guerre man, is an example. He was mand. Many of the seriously wounded will also be able to return to the fighting and of those who do not, only comparatively few will die. The remainder will return home disabled. Only those casualties are to be mourned who are dead. They form but a fraction of the casualty list. In the meantime, we are being led up by degrees to the time when the clerks of the wall order houses and the money is hept at home.

The clerks of the wall order houses and the money is hept at home.

### Public Must Not Be Fooled.

tenance, etc.

The Herald has always urged people of surrounding communities to buy at home what they could secure there and buy from El Paro the things they could not get at home, thus kneping AT home or NEAR bome all of their money.

Upon El Pasoana, The Herald again urges that they buy EVERYTHING at home, for we can secure anything we want here. Our establishments are big enough for that.

If possible, buy the things that are MADE IN EL PASO, but if this is not possible, then at least buy the things that are SOLD in El Paro.

Keep your money at home, where El Pasoana at the surrounding communities to buy the bank, where the carried on German losses.

are SOLD in El Paso.

Keep your money at home, where El Pasoans get the benefit of it.

Too much emphasis has been placed on German losses, mistakes, and delays in reaching their objectives. That is poppy juice which tends to hall the public to sleep. The fact is that the Germans, with great superiority of numbers because of the withdrawal of troops from Russia, are smash-ing their way forward. They are delayed in reaching ob-

THE American public must not be at all depressed over the American examility lists which now are beginning to lengthen. We have known they were bound to lengthen and that lesses are the inevitable accompaniment of war. As matter of fact, there is no sign of depression yet. It must be guarded against in the future.

Our casualties are now occurring at the rate of about 1400 a week. The number seems rather impressive, at first glance, but it really is not large. Just how many troops we have on the fighting line we do not know any more than enough of their own men, to restore the equality of forces. we have on the fighting line we do not know any more than enough of their own men, to restore the equality of forces, we know the total number of our troops in France, but the It is for us to put the deciding weight in the field. Our probabilities are that casualties of 1800 a week constitute people must keep awake to the facts as they are and spare only about one-half of I percent of our total strength in no effort to hasten the day when a real American army of

Patriotic Duty To Buy The Winter's Coal This Summer BECKLER THERE WERE DOL

Little Interviews

Patriotic Duty 10

Buy The Winters

Coal This Summer

Because There were

an a few weeks and spare

in the day when a real American army of
more, can come to the rescue of the hard
of French.

Little Bobbie's Pa

Little Bobbie's Pa

Bessett, food administrator.

E. A Poden, federal feed administrator.

E. A Poden, federal feed administrator.

E. A Poden, federal feed administrator for Texas, has found several

million pounds of Texas to same to the care to see the coal the market as made,
white navy beans, word Charles N.

Basestt, food administrator.

E. A Poden, federal feed administrator

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E. A Poden, federal feed administrator

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From Everywhere

Short Snatches

COMMUNITY COUNCIL TO HEAR

SPEAKERS ON WINNING WAR How to win the war will be the subject talked of tonight by Otia C. Coles, commerce chamber president.

NAMES IN THE NEWS.

The term italia bridents (pronounced I-tal-ya Ir-e-denta) means
'unredeemed Italy and refers to
those parts of Italy, particularly
Triests and the Trentism which,
though inhabited mainly by Italians,
are not part of the kingdom. Papular
secret societies were formed after the
Congress of Berlin, 185, whose object was the winning back of the unredeemed parts. Advocates of this
policy were called "Irridentists" and
the policy itself "Irridentists" and

DF A raid.

AND I remembered. THAT COLUMBUS.

WAS SEVERAL miles.

AND AT Clint there are.

IS PAR BUSY. CTHANK YOU.

Hogwallow Locals

FROM THE border.

Near the Border I LIVE on a runch. NEAR CLINT. AND WITHIN a mile. ARE SEVERAL STORES. AND TWO banks. AND A U. S. postoffice. AND A gublic school. AND MANY other people. AND SOME women and children. LIVING ON ranches. AND IT Is six miles to. THE MEXICAN berder. AND AT San Ellipario. THERE ARE a few soldiers. BET AT Clint there. ARE NO soldiers. BUT THERE are three rangers. AND ACROSS the river. ARE MANY Mesicans. AND THEY are hunger AND ENPRINCIPLED. AND HAVE gunt I WAS in El Paic. AT THE Country claim. AND DOZENS of officers. WEHE THERE dancing. AND THEIR men. WERE THURS IN Barracks. AND THERE Was no danger.

Manicure Lady

By WILLIAM P. KIRK.

"THESE here times makes a gir-think," said the Manicure Lady, looking at the dust on her kit of weapons. 'There sin't been s gent in here to have his only did for Iwa

That's a good sign," said the Heat Barber. The gents is mostly too busy now to care if their mails is pink or not. I can easy understand that, but I can't understand why they shave

The Young Lady Across The Way



'HE young lady across the way say I the automobile is playing a bigger part in this war than most people realize and she saw in the paper that the allies are supposed to have \$00,000 men in their mobile forces alone.

Sustance Is Off and She Thinks Of Teaching French Soldiers How To Speak English.

but I can't understand why they shave themselves and get all thred out so they can't do anything for their courtry, when they could come in here to be shaved and get out of the chair rendy to fackle all kinds of hard work.

That's your story, and the Manicure Lady, but it sint no help for me to believe that. I guess abent in right thing for me to do so to take one of them marsing courses, and i believe that's white I'm going in for.

To shead and nurse—that's the stuff; said the Head Harber, "Tours bright and you hearn quick and you're there with the pretty for and award made. You'll be a swell nurse, all right, and I wish you beck."

To use thinking if I went over flore on the other side of the ocean, said the Manhoute Lady, where there aim much songlah spoke, I'lls in Franc, for instance, I might be able to harm some of them Franch and Italian solders how in speak Engine good.

"Sure you might," mid the Head Barber. "And that would help a heap too. If a a good thing you speak Engish good.

Sure you might, and the Head Barber. "And that would help a heap too. If a a good thing you speak Engish pod."

CITY'S FIRST PUBLIC BATH OPENS: FOR MEN AND WOMEN Coles, commerce chamber president and Roland Horwell, county farm demonstrates, at the regular measing of the Highland Park community council of the Highland Park community council of the Highland Park community council of the Highland Park school this week, the deputy constable this week, the deputy constable of the invited in city and colors. The public is invited county chairman, Witholester Cooley, to get other councils formed in city and council.

NAMES IN THE NEWS.

The term stalls Irridents (pronounced I-talva Ir-e-dental means unredefermed Iraly and refers to the Ballow has been told by Miss unredefermed Iraly and refers to the Ballow has been told by Miss those parts of Italy, particularly know in a menth. He will have his though inhabited mainty by Italians. Clother pressed while he waits.

Covered the Highland Park community of the public is invited in the presence of the county constructed of concrete, and is built occurred to the street.

Clab Hancock fooled his blind barse today by loading up his wagen with a big load of feathers.

Clab Hancock fooled his blind barse today by loading the wagen with a big load of feathers.

The term stalls Irridents (pronounced I-talva Irridents (pronounced I-talva Irridents) to the police to take the protoners to the constructed of concrete, and is built acted as traffic officer while a person true comparison and for indigent persons. Septiment of the substance of the city of the case and society.

Clab Hancock fooled his blind barse today by loading up his wagen with a big load of feathers.

The term stalls Irridents (pronounced I-talva Irridents) (pronounced I-talva

mow in a month. He will have his lother pressed while he waits.

REALTORS MEET TUESDAY.
Important matters will be discussed if a luncheon of the ET Paso Real Lotate beard Treaday at Hotel Shellon, according to word from Gaorge Lefteron, secretary.

# In The Garden

Uncle Wall's Denatured Poem.

I jacks up all my being, to wrestle with the soil; there is a joy in seeing the fruits of honest toil; there is a joy in growing string beans, in blocks of five, a perfect joy in knowing that I have made them thrive. But for my stern ena perfect joy in knowing that I have made them thrive. But for my stern enbeavor, with spade and rake and hoe, the weeds would grow forever where sweet
potatoes grow; you'd see the bur and thistle but for the work I do; and so I
sing and whistle a gladsome tra-la-loo. The wilderness I'm making to blossom
as the rose, as I go deftly raking, and plying air cooled hoes. Such thoughts as
these are boiling and seething is my dome, while I am daily tolling around my
humble home. And there is naught more soothing than thoughts like these, I
swear, and anight that beats them snoothing away the lines of care. To do
come chore that's useful, to kill a noxious weed, or raise a cabbage juiceful—
ah, that is joy indeed! Oh, one may sing and twitter, and twang a harp all
day, and not help out a critier who's in the consomne; and one might write
like Buswan, and do it all in vain; but when he rears an onlon, he shows he's like Bunyan, and do it all in vain; but when he rears an onion, he shows he's safe and same. For art is cheap as skittles in crucial times like these; the world must have its vittles, its radiabes and pear.

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WALT MASON

## By Briggs



EL PASO HERALD

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE
SHALL LACK A CHAMPION, AND THAT EVIL SHALL
NOT THRIVE UNDIPOSED.

II. D. Slater, editor and controlling owners, has directed The Headle for 20
years; J. C. Wilmarth is Manager and G. A. Martin is News Editor.

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SIMP PHONY THE GINK WITH HALF A VOICE WHO ACCOMPANIES HIMSELF WITH HOME MADE CHORDS

ILLUSTRATION

LAMBAN SAYINGS ILLUSTRATED. 87 G.W. VASSAR



Answer to Saturdays

WHY IS LIFE THE GREATEST RIDDLE ! BECAUSE WE ALL HAVE TO GIVE IT UP.

FROM M. Q. SPHOEN - U. S. A. MMY IS THE LETTER G LINE THE SUN ?

ANNER TO-MORROW